F/# Low Smoke

BACKGROUND

- A possible product concept being considered for Ambrosia is that of a low smoke, fresh smelling cigarette.

- Research was undertaken to help determine what, if any, "negatives" smokers associate with cigarette smoke and odor.

- Results can be used to help fine-tune advertising positioning for Ambrosia

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Source: https://www.industrydocuments.ucsf.edu/docs/tpgn0004

METHOD

- Telephone Survey of 332 adults
  - 150 smokers
  - 182 non-smokers
  - 1/2 male, 1/2 female
- Respondents asked to participate in the "National Complaint Letter"

  "This is your chance to let the people who make the products you use know how you feel."
- Given a list of 17 "complaints" people sometimes have about cigarettes
  - 13 of these complaints could be alleviated by Ambrosia
- For each "complaint" respondent is asked:
  - Does it ever bother you?
    - ✓ Gives us a measure of how widespread the problem is
  - How much does it bother you? (5 point scale)
    - ✓ Gives us a measure of how irritating the problem is when is occurs
  - How interested would you be in a product that addresses the problem? (5 point scale)

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RESULTS--SMOKERS

- Smokers express a surprising degree of dissatisfaction with cigarette smoke/odor

  - Over one-half say they are bothered by

    - ✓ Smoke getting in your eyes
    - ✓ Smoke film on walls or windows
    - ✓ Lingering cigarette odor in a car
    - ✓ Cigarette breath
    - ✓ Cigarette burns on clothes or carpet
    - ✓ Ashtray odor
    - ✓ Smoke off a cigarette in an ashtray
    - ✓ Cigarette ashes on clothes and carpet
    - ✓ Lingering odor in the house

  - Additionally, at least one-third express dissatisfaction with

    - ✓ Odor on clothes
    - ✓ The smell of smoke off the lit end
    - ✓ Cigarette smoke odor when someone is smoking
    - ✓ Smoke off a cigarette in someone's hand
    - ✓ Odor of smoke in your hair

- When smokers who experience the problem are asked how much it bothers them when it occurs, the most irritating problems* are

  - ✓ Cigarette burns on clothes or carpet
  - ✓ Odor on clothes
  - ✓ Lingering odor in a car
  - ✓ Odor in hair
  - ✓ Cigarette breath

* Rated 5 on a 5 point scale "bother me a lot"
Base is smokers who say they experience the problem

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Source: https://www.industrydocuments.ucsf.edu/docs/tpgn0004

- Looking at total smokers, we see that over 1/4 of them experience AND are bothered a lot/somewhat by

-	Cigarette burns on clothes/carpet	(41%)
-	Smoke getting in your eyes	(39%)
-	Smoke film on walls/carpet	(37%)
-	Odor in hair	(33%)
-	Lingering odor in car	(33%)
-	Ashtray odor	(33%)
-	Odor on clothes	(31%)
-	Ashes on clothes/carpet	(31%)
-	Smoke off a cigarette in an ashtray	(30%)
-	Lingering odor in the house	(29%)

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NON-SMOKERS

- Not surprisingly, most non-smokers indicated being bothered by all of the smoking "complaints"

- Most common are:

  - Odor of cigarette smoke in the air
  - The smell of smoke off the lit end
  - Smoke off a cigarette in an ashtray
  - Smoke getting in your eyes
  - Lingering odor in a car
  - Ashtray odor

- Non-smokers find most irritating the problems that they are less able to control, such as

  - Smoke getting in your eyes
  - The smell of smoke off the lit end
  - Smoke odor on your clothes

- And are relatively less bothered by the problems they can control

  - Smoke films on walls or windows
  - Cigarette ashes on clothes or carpet
  - Cigarette burns on clothes or carpet

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Source: https://www.industrydocuments.ucsf.edu/docs/tpgn0004

IMPLICATIONS

- This study indicates that smokers experience problems that a reduced odor/fresh smelling cigarette may be able to help alleviate

  - Odor of cigarette smoke on hair and clothes
  - Lingering cigarette odor in the air/car
  - Ashtray odor

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Source: https://www.industrydocuments.ucsf.edu/docs/tpgn0004

"Are you ever bothered by:"

	SMOKERS (150) %	NON-SMOKERS (182) %
Smoke getting in your eyes	75	75
Cigarette ashes on clothes or carpet	58	59
Smoke film on walls or windows	57	48
Cigarette burns on clothes or carpet	57	54
Lingering cigarette odor in a car	56	75
Ashtray odor	56	76
Smoke off a cigarette in an ashtray	54	79
Cigarette breath	54	65
Lingering odor in the air from smoking in a house	50	73
The odor of cigarette smoke on your clothes	43	72
The odor of smoke in the air while somebody is smoking	41	81
The smell of smoke off a lit cigarette	39	81
Smoke off a cigarette in someone's hand	39	73
Visible cigarette smoke in air	34	68
The odor of cigarette smoke in your hair	33	54
Lingering odor in the air from smoking in an office	31	66
Lingering odor in the air from smoking in a restaurant	26	68

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Source: https://www.industrydocuments.ucsf.edu/docs/tpgn0004

"How much does this bother you:" (Among those who are ever bothered)

	(TOP BOX/TOP 2 BOX)	
	SMOKERS (150) %	NON-SMOKERS (182) %
Cigarette burns on clothes or carpet	62*(72)**	62(74)
The odor of cigarette smoke on your clothes	54 (72)	60(76)
Lingering cigarette odor in a car	48 (59)	52(73)
Cigarette breath	47 (53)	56(72)
The odor of cigarette smoke in your hair	47 (71)	63(78)
Smoke film on walls or windows	46 (66)	36(56)
Lingering odor in the air from smoking in a restaurant	46 (54)	48(64)
Smoke getting in your eyes	46 (53)	72(84)
Cigarette ashes on clothes or carpet	44 (54)	45(63)
Ashtray odor	42 (59)	50(67)
Lingering odor in the air from smoking in a house	41 (57)	53(75)
Smoke off a cigarette in an ashtray	40 (56)	49(70)
Lingering odor in the air from smoking in an office	32 (47)	48(70)
The odor of smoke in the air while somebody is smoking	31 (47)	51(69)
The smell of smoke off a lit cigarette	31 (47)	52(76)
Smoke off a cigarette in someone's hand	27 (41)	53(78)
Visible cigarette smoke in air	24 (40)	45(64)

* Indicates top box %
** Indicates top 2 box %

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Source: https://www.industrydocuments.ucsf.edu/docs/tpgn0004

(Base: Total Smokers)

	Ever Bothered	Bothered A Lot (Top Box)	Bothered A Lot/ Somewhat (Top 2 Box)
Smoke getting in your eyes	75	34	39
Cigarette ashes on clothes or carpet	58	25	31
Smoke film on walls or windows	57	26	37
Cigarette burns on clothes or carpet	57	35	41
Lingering cigarette odor in a car	56	27	33
Ashtray odor	56	23	33
Smoke off a cigarette in an ashtray	54	21	30
Cigarette breath	54	25	29
Lingering odor in the air from smoking in a house	50	21	29
The odor of cigarette smoke on your clothes	43	23	31
The odor of smoke in the air while somebody is smoking	41	13	19
The smell of smoke off a lit cigarette	39	12	18
Smoke off a cigarette in someone's hand	39	11	16
Visible cigarette smoke in air	34	8	13
The odor of cigarette smoke in your hair	33	15	23
Lingering odor in the air from smoking in an office	31	10	15
Lingering odor in the air from smoking in a restaurant	26	12	14

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